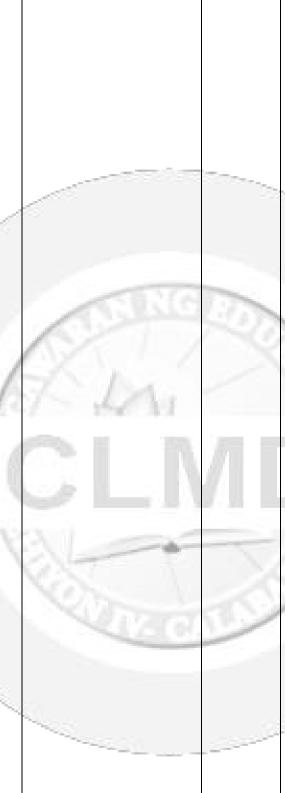
W4	Learning Area	ENTREPRENEURSHIP	Grade Level	11/12
VV 4	Quarter	1/3	Date	

V. LEARNING PHASES Suggested Timeframe		Learning Activities		
A. Introduction	120 mins	Presentation		
Panimula				
		After going through the module, you		
		As we go further, let us try to recall ou	or service/s that will meet the need.	
		and market need.	or lesson about the potential market	
		MARKET		
-551	1	 A Market is a place where 		
2011/10/10	11.00	two parties can gather to		
1. 1. 1.	100012	facilitate the exchange of		
	/ 30	goods and services.		
		A Potential Market part of the market you can		
		capture in the future. It		
154		includes the demographic		
		group that are not		
		currently your customers but		
		become customers in the fut	ure.	
	h /// III	30.2		
	W 17 III	services must have a rate in order to	omic wealth by providing products ar	
		wasted. One principle is, "not to sell v		
	- N	products and services" anything of ne	,	
		production and connect anything critical		
V Company		Product is a tangible or into	angible item that is built or produc	
N-		satisfy the needs of a certain group of		
	THE A	entrepreneur must know the den	nand of their	
		consumer in the market.	Product which	
	W 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Services are a special form of consists of activities, benefits or satisform		
		for sale that are intangible and do no		
		ownership of anything.	Services	
		Differences between Products and	<u> </u>	
		PRODUCTS Tangible	SERVICES Intangible	
	100	Homogeneous	Heterogeneous	
V		Production & distribution are	Production, distribution &	
		separated from consumption	consumption are simultaneous	
			processes	
		A thing	An activity or process	
		Can be kept in stock	Cannot be kept in stock	
		Transfer of ownership	No transfer of ownership	
		It can be an asset sometimes.	It involves expenditures without any	
		Example fridge, television set, etc.	tangible return benefit.	
		Specific Examples of products and se	ervices	
		Products		

LEARNER'S PACKET (LeaP)



- > new prints of motion picture film elements
- prints for exhibit purposes
- reference copies on DVD/CDs, books, magazines for the reading rooms or other clients
- > Cars, tables and chairs, etc.

Services

- > consulting with clients on appropriate products for specific purposes
- providing advice on risk assessment and priority setting
- working on standards committees
- > conducting training and other educational outreach

Identifying and Meeting Customer Needs

Customer needs are the named and unnamed needs of customers when they come in contact with the different business establishments or when they search for the solutions which businesses provide. In addition, providing superior customer service means meeting customers' needs by providing them with the products and services they want or by providing effective solutions to their problems. Similarly, innovation comes from identifying customers' needs and providing solutions that meet those needs.

How to Meet the Needs of Customers?

- 1. Identify what the customers need through keyword research, focus groups, or social listening.
- 2. Distribute the information to relevant stakeholders in the organization.
- 3. Craft product features or create content that speaks to the customer's needs.
- 4. Collect customer feedback in order to meet their expectations

DEFINITION OF TERMS:

- Consumption the amount of something that people and other entities use.
- 2. Acquisition taking possession of an asset by purchase.
- 3. Customer loyalty indicates the extent to which customers are devoted to a company's products or services.
- 4. Customer satisfaction measures how well the expectations of a customer concerning a product or service provided by your company have been met.
- 5. Customer service meeting the needs and desires of any customer.
- 6. Customer feedback is information provided by clients about whether they are satisfied or dissatisfied with a product or service.
- 7. Stakeholders is a party that has an interest in a company and can either affect or be affected by the business.
- Expenditures funds used by a business to attain new assets, improve existing ones, or reduce a liability.
- 9. Tangible capable of being perceived especially by the sense of touch.
- 10. Intangible unable to be touched or grasped; not having physical presence.